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Ontario's Business and Convention Market, 2002

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Ontario

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Highlights

- Of Ontario's 129.9 million visitors in 2002, 11.9 million or 9% travelled for the primary purpose of business. 1.2 million, or 1%, travelled to Ontario for a business convention.
- The expenditures of business visitors accounted for 22% of total visitor spending in Ontario in 2002. Business convention visitor spending represented 5% of total visitor spending in 2002.
- On average, business visitors stayed in Ontario for 1.2 nights in 2002. This was the same as total person visits.
- Business visitors travelled to Ontario throughout the year in 2002. Business visitors tend to have more visits occurring in the winter and fall compared to total visitors.
- Nearly all business visitors (98%) travelled in parties of adults only. Average party sizes ranged from 1.1 to 1.4 depending on the origin of the visitor.
- 85% of the overnight business visitors stayed in hotels, motels or other commercial roofed accommodation while in Ontario, compared to 34% of total overnight visitors in 2002.
- Business visitors participated in fewer activities than total visitors to the province in 2002. Business convention visitors participated in more activities (1.9 activities per person visit) compared to total business visitors (0.8 activities per person visit).

Introduction

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and the International Travel Survey (ITS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism and Recreation (MTR).

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 2002, an average of 14,287 Canadian households -- including 4,069 Ontario households -- were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents were 83% and 82%, respectively.

While up to 1994 only the name of a trip's destination was available from the CTS, as well as the name of the province where an overnight stop might have occurred en route to the trip's destination, starting in 1996 the complete trip itinerary was collected. As such, at the sub-provincial level, only visits with a destination in a specific region are comparable pre and post 1996 and not total domestic visits. In addition to the change in the location question, starting in 1996, the CTS captured the interview data on a CAI system, rather than on paper as was the case up to 1994.

The domestic data contained in this report differ from those reported in print or supplied in electronic format by Statistics Canada in the following ways.

Length of Stay	Place of Residence	
	Ontario	Other Canada
Same Day	40 Kms one-way from home	80 Kms one-way from home
Overnight	No minimum distance	No minimum distance

1. All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of at least 40 kms are included in this report. Statistics Canada reports only trips of 80 kms and over.

2. Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

3. The domestic data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's domestic data are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year. A domestic trip must also meet a distance requirement as follows:

The ITS is also conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities who essentially conduct a census of border crossings and distribute the questionnaires to a sample of travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada. The questionnaire that is given to same day visitors from the United States who enter Canada by car does not contain any questions regarding the activities that these visitors engage in during their trip. This is the reason why we have limited our report to overnight visitors only.

The international statistics presented in this report are based on the census of US and overseas visitors as far as the number of travellers, their origin and the mode of transport are concerned. Most of the

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remaining trip characteristics were obtained from 23,410 completed questionnaires by US residents (out of 40,132 usable questionnaires of US visitors to Canada) and 6,535 completed questionnaires by overseas visitors (out of 12,778 usable questionnaires of overseas visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

2. Ontario does a number of imputations for missing values.

3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

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ONTARIO'S BUSINESS TRAVEL MARKET, 2002

How many business travellers visited Ontario and where did they come from?

Of Ontario's 129.9 million visitors in 2002, 11.9 million or 9% travelled for the primary purpose of business.

- Four out of five (82%) of business visitors were Canadian.
- Ontario residents accounted for 86% of Canadian business visitors, and 70% of total business visitors.
- 7% of U.S. and 17% of overseas visitors travelled to Ontario for the primary purpose of business.
- 38% of business travellers stayed for one or more nights in the province.

Table 1: Total Person Visits and Total Overnight Person Visits in Ontario, 2002

Origin	Business Visitors (000s)	% Share	Total Visitors (000s)	% Share	Incidence*	Overnight Business Visitors (000s)	% Share	Overnight Visitors (000s)	% Share	Incidence*
TOTAL	**11,909**	**100%**	**129,886**	**100%**	**9%**	**4,563**	**100%**	**50,211**	**100%**	**9%**
Canada	9,717	82%	101,554	78%	10%	3,222	71%	40,400	80%	8%
Ontario	8,352	70%	95,665	74%	9%	2,176	48%	35,844	71%	6%
Quebec	789	7%	3,749	3%	21%	491	11%	2511	5%	20%
Manitoba	82	1%	595	0%	14%	76	2%	521	1%	15%
Western Canada	338	3%	1,008	1%	34%	332	7%	997	2%	33%
Atlantic Canada	155	1%	536	0%	29%	147	3%	526	1%	28%
USA	1,843	15%	26,318	20%	7%	1,039	23%	8,107	16%	13%
New York	249	2%	8,533	7%	3%	91	2%	1,560	3%	6%
Michigan	579	5%	9,669	7%	6%	109	2%	1,796	4%	6%
Pennsylvania	79	1%	915	1%	9%	63	1%	516	1%	12%
Minnesota	54	0%	825	1%	7%	31	1%	268	1%	12%
Ohio	124	1%	1,379	1%	9%	80	2%	739	1%	11%
Illinois	87	1%	536	0%	16%	72	2%	387	1%	19%
Wisconsin	37	0%	339	0%	11%	29	1%	240	0%	12%
Other USA	634	5%	4,123	3%	15%	564	12%	2,602	5%	22%
Overseas	349	3%	2,014	2%	17%	302	7%	1,704	3%	18%
UK	47	0%	406	0%	12%	42	1%	358	1%	12%
France	16	0%	135	0%	12%	13	0%	113	0%	12%
Germany	28	0%	145	0%	19%	24	1%	115	0%	21%
Japan	24	0%	197	0%	12%	19	0%	166	0%	11%
Other Europe	79	1%	387	0%	20%	64	1%	314	1%	20%
Other Asia	87	1%	386	0%	23%	78	2%	326	1%	24%

*Incidence refers to the percentage of visitors that travelled to Ontario for the main purpose of business.

How long did they stay in Ontario?

On average, there was no difference in the length of stay of overnight business visitors and total overnight visitors, with both groups staying in the province for an average of 1.2 nights.

- Overnight business visitors from overseas countries stayed the longest, followed by Americans and Canadians.
- 62% of total business visitors were same day visitors.
- 32% of business visitors stayed in the province for 1 to 4 nights, while 7% stayed in the province for 5 or more nights.
- Only 13% of overseas business visitors were on a same day trip, indicating that the further away a visitor comes from, the longer they stay in the province.

Table 2: Person Nights in Ontario, 2002

Origin	Business Visitor Nights (000s)	% Share	Total Visitor Nights (000s)	% Share	Incidence	Average Length of Stay (nights)	
						Business	Total
TOTAL	**14,207**	**100%**	**157,707**	**100%**	**9%**	**1.2**	**1.2**
CANADA	8,622	61%	111,856	71%	8%	0.9	1.1
Ontario	5,045	36%	90,677	57%	6%	0.6	0.9
Quebec	1,057	7%	7,745	5%	14%	1.3	2.1
Manitoba	315	2%	2,182	1%	14%	3.8	3.7
Western Canada	1,498	11%	7,477	5%	20%	4.4	7.4
Atlantic Canada	708	5%	3,776	2%	19%	4.6	7.0
USA	2,942	21%	27,578	17%	11%	1.6	1.0
New York	218	2%	4,375	3%	5%	0.9	0.5
Michigan	229	2%	4,512	3%	5%	0.4	0.5
Pennsylvania	164	1%	1,828	1%	9%	2.1	2.0
Minnesota	90	1%	1,070	1%	8%	1.7	1.3
Ohio	222	2%	2,189	1%	10%	1.8	1.6
Illinois	186	1%	1,793	1%	10%	2.1	3.3
Wisconsin	78	1%	1,037	1%	8%	2.1	3.1
Other USA	1,755	12%	10,774	7%	16%	2.8	2.6
OVERSEAS	2,643	19%	18,273	12%	14%	7.6	9.1
UK	237	2%	3,547	2%	7%	5.0	8.7
France	56	0%	646	0%	9%	3.5	4.8
Germany	127	1%	1,095	1%	12%	4.5	7.6
Japan	145	1%	963	1%	15%	6.0	4.9
All Other	2,078	15%	12,022	8%	17%	8.9	10.6

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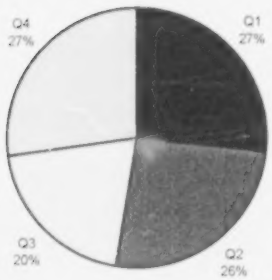
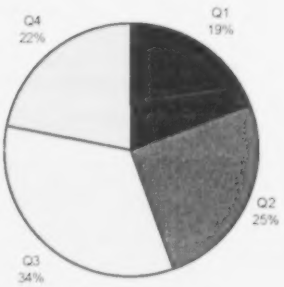
When did they visit Ontario?

Business visitors travel to the province throughout the year and tend to have more visits occurring in the winter and fall compared to total visitors.

Quarter Trip Ended
Business Person Visits, 2002



Quarter Trip Ended
Total Person Visits, 2002



- Compared to total visitors, business visitors travel throughout the year with 27% of visits occurring in the winter and 27% in the fall.
- There was no real difference between business visits and total visits in the spring (26% of business visits compared to 25% of total visitors).
- Only 20% of business visits occurred during the summer months, compared to 33% of total visitors.

Table 3: Business Visits in Ontario by Calendar Quarter, 2002

	Q1	Q2	Q3	Q4
Total (000)	**3171**	**3082**	**2423**	**3233**
CANADA (000)	2726	2442	1855	2693
Share (%)	86%	79%	77%	83%
Ontario	2412	2003	1639	2299
Share (%)	76%	65%	68%	71%
USA (000)	387	527	476	453
Share (%)	12%	17%	20%	14%
Border States	268	342	298	301
Share (%)	8%	11%	12%	9%
OVERSEAS (000)	58	113	92	87
Share (%)	2%	4%	4%	3%
UK	10	17	11	9
Share (%)	*	1%	*	*
France	3	6	4	4
Share (%)	*	*	*	*
Germany	7	7	5	8
Share (%)	*	*	*	*
Japan	2	8	5	9
Share (%)	*	*	*	*

* less than 1%

How big were their travel parties? Who were in their travel parties?

Nearly all business visitors (98%) travelled in parties of adults only. Average party sizes ranged from 1.1 to 1.4 depending on the origin of the visitor.

- Canadian business visitors had the smallest average party size (1.1), while business visitors from the USA had the largest (1.4).
- Business visitors tended to travel in groups of adults only.

Table 5: Business Party Visits
Average Size and Composition, 2002

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Canada	1.1	98%	2%
USA	1.4	98%	2%
Overseas	1.3	100%	0%

Table 6: Business Visitors
Percent Party Size (Adults Only), 2002

Origin	1 adult	2 adults	3 or more adults
TOTAL	93%	6%	1%
CANADA	95%	5%	*
USA	75%	18%	7%
OVERSEAS	83%	12%	5%

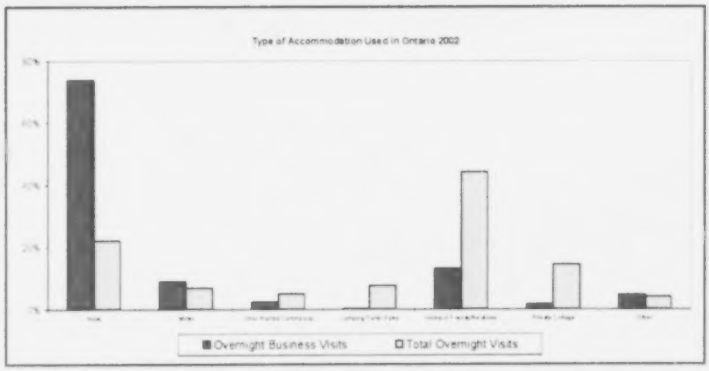
* less than 1%

- Business visitors from Canada had the highest incidence (95%) of travelling alone in Ontario, followed by visitors from overseas countries (83%).
- Business visitors from the U.S. had the highest frequency of travelling in groups of two in 2001 (18%).
- Business visitors from the U.S. also had the highest incidence of travelling in parties of three or more people (7%).

Where did they stay in Ontario?

85% of overnight business visitors stayed in hotels, motels or other roofed commercial accommodations while in Ontario, compared to 34% of total overnight visitors in 2002.

- Business visitors had a much higher tendency to stay in roofed commercial accommodation, compared to total overnight visitors. 74% of business visitors stayed in hotels, while 22% of total visitors did so in 2002.
- 13% of business visitors stayed at homes of friends or relatives while in the



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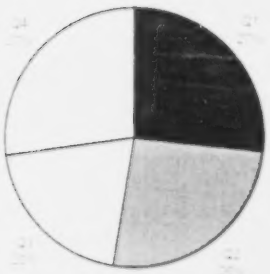
Quarter Trip Ended
Business Person Visits, 2002



Quarter Trip Ended
Total Person Visits, 2002

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Share (%)	*	*	*	*
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Share (%)	*	*	*	*
Japan	2	8	5	5
Share (%)	*	*	*	*

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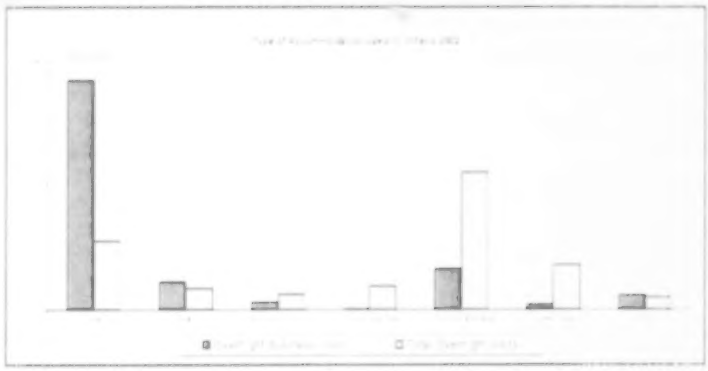


province in 2001, compared to 44% of total overnight visitors.

- 16% of Canadian business visitors and 11% of overseas business visitors stayed with friends and relatives while in Ontario in 2002.
- Business visitors from the U.S. had the highest incidence of staying at motels (11%) while in the province.

Table 7: Overnight Business Visitors Accommodation Use by Person Nights and Origin, 2002

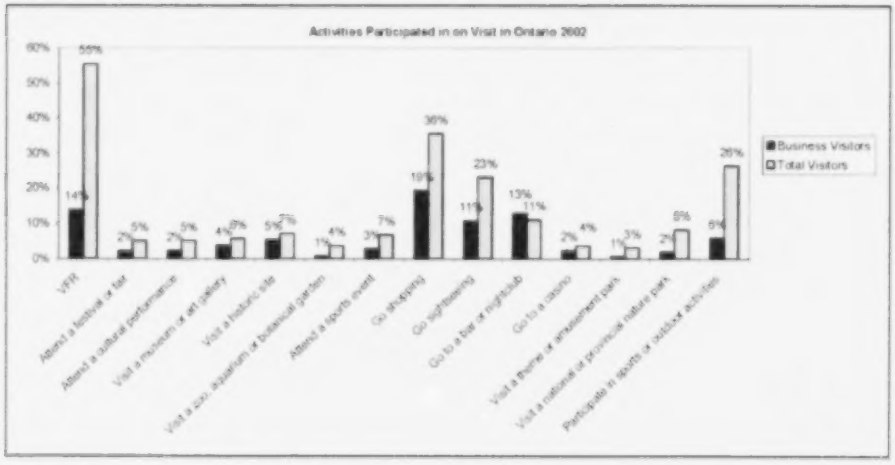
Type of Accommodation	Canada	% Share	USA	% Share	Overseas	% Share
Hotel	2,289	71%	838	81%	240	79%
Motel	281	9%	117	11%	11	4%
Other Roofed Commercial**	98	3%	6	1%	2	1%
Camping/Trailer Park	7	*	0	*	1	*
Homes of Friends/Relatives	513	16%	54	5%	32	11%
Private Cottage	67	2%	3	*	0	*
Other	108	3%	70	7%	30	10%

* less than 1%
** other roofed commercial includes commercial cottages and cabins, bed and breakfasts, lodges

What activities did they participate in?

Business visitors participated in fewer activities than total visitors to the province in 2002.

- Top activities for business visitors in Ontario were shopping (19% participation) and visiting friends and relatives (VFR) (14%).
- Other popular activities for business visitors were going to bars or nightclubs (13%) and sightseeing (11%).



- Business visitors were less active than total visitors, participating in an average of 0.8 versus 2.0 activities per person visit.

- Business visitors from overseas were the most active, partaking in an average of 3.2 activities per person visits, compared to 1.7 activities for Americans and 0.7 activities for Canadians.
- Business visitors from overseas likely participated in more activities due to a longer average length of stay in the province and possibly combining a pleasure trip with their business trip.

Table 8: Business Visitors in Ontario
Percent of Visitors who Participated in Selected Activities, 2002

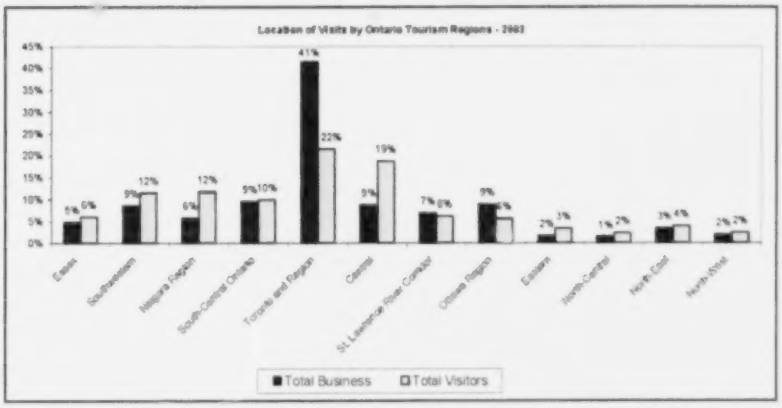
Activity	Canada	Ontario	USA	Overseas
VFR	13%	11%	14%	32%
Festival/fair	2%	2%	3%	7%
Cultural performance	2%	2%	6%	9%
Museum/art gallery	2%	2%	11%	23%
Historic site	4%	4%	14%	23%
Zoo/aquarium/botanical garden	*	*	3%	8%
Sports event	2%	3%	5%	6%
Shopping	15%	13%	40%	70%
Sightseeing	7%	6%	27%	58%
Bar/night club	10%	9%	31%	35%
Casino	2%	2%	4%	7%
Theme/amusement park	*	*	1%	5%
Nature park	1%	1%	6%	24%
Sports/outdoor activity	6%	5%	8%	10%

* less than 1%

Which Ontario regions* did they visit?

41% of Ontario's business visitors travelled to Toronto and Region in 2002.

- Toronto and Region was the top destination for business visitors (41%), compared to 22% of total visitors.
- Considering that Toronto is known as the financial and business capital of Canada, it is not surprising that business travellers need to visit the area.



- Business visitors also travelled to Ottawa (9%), Southwestern (9%) and South-Central Ontario (9%).

* Please see page 20 for a map of Ontario's Travel Regions.

province in 2001, compared to 44% of total overnight visitors.

- 16% of Canadian business visitors and 11% of overseas business visitors stayed with friends and relatives while in Ontario in 2002.
- Business visitors from the U.S. had the highest incidence of staying at motels (11%) while in the province.

Table 7: Overnight Business Visitors Accommodation Use by Person Nights and Origin, 2002

Type of Accommodation	Canada	% Share	USA	% Share	Overseas	% Share
Hotel	2,289	71%	838	81%	240	79%
Motel	281	9%	117	11%	11	4%
Other Roofed Commercial**	98	3%	6	1%	2	1%
Camping/Trailer Park	7	*	0	*	1	*
Homes of Friends/Relatives	513	16%	54	5%	32	11%
Private Cottage	67	2%	3	*	0	*
Other	108	3%	70	7%	30	10%

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** other roofed commercial includes commercial cottages and cabins, bed and breakfasts, lodges

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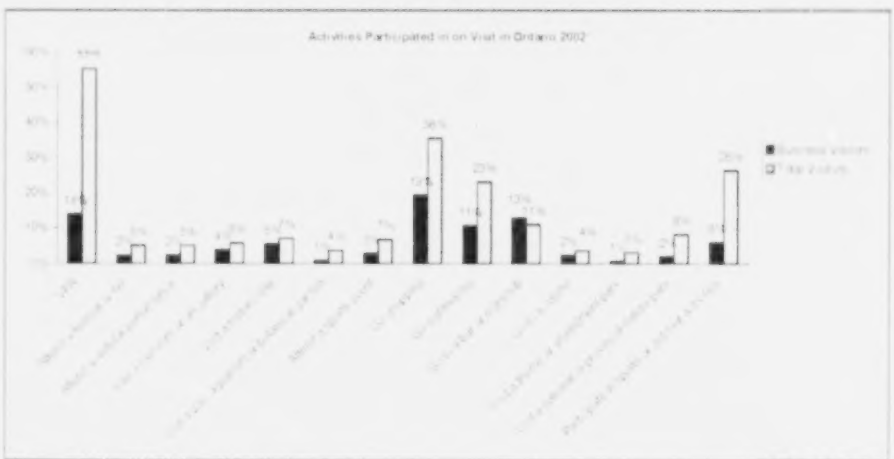

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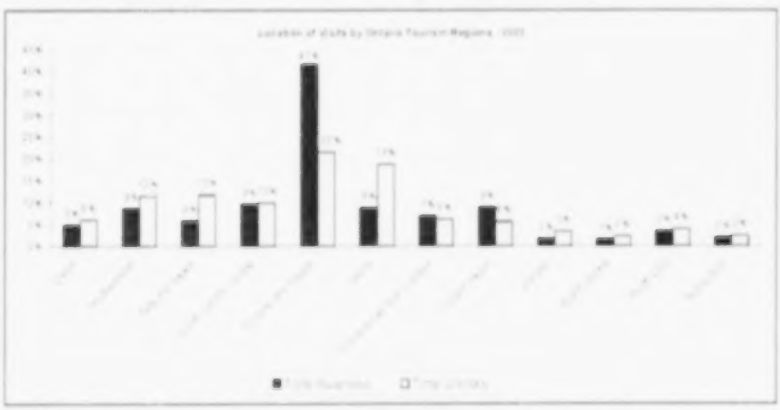

- Business visitors also travelled to Ottawa (9%), Southwestern (9%) and South-Central Ontario (9%).

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* Regions are shown on page 22 for a map of Ontario Tourism Regions.

TABLE 10: Business Visitors in Ontario, 2002					
Region Visited	Percent of Business Visitors, by Origin, Visiting each Ontario Travel Region*				
	Canada	Ontario	USA	Border States	Overseas
Essex	2%	3%	20%	27%	1%
Southwestern	8%	10%	9%	11%	5%
Niagara Region	4%	5%	13%	14%	15%
South-Central Ontario	10%	11%	7%	7%	6%
Toronto and Region	39%	36%	47%	35%	77%
Central	10%	11%	3%	2%	3%
St. Lawrence River Corridor	8%	8%	3%	3%	3%
Ottawa Region	9%	6%	5%	2%	20%
Eastern	2%	2%	1%	1%	1%
North-Central	2%	2%	**	**	**
North-East	4%	4%	1%	1%	**
North-West	2%	2%	2%	3%	**

**The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.*
*** less than 1%*

- Toronto and Region was the most popular region among business visitors regardless of origin, and especially popular with overseas visitors with 77% visiting the region.

How much money did they spend in Ontario?

Expenditures of business visitors accounted for 22% of total spending by visitors in Ontario in 2002.

- Business visitors spent $3.9 billion in the province in 2002.
- Canadians accounted for 57% of total spending by business visitors, Americans for 29%, and overseas visitors for 15%.
- Total average spending per person visit was $324, per party visit was $366 and per party night was $329.
- Ontarians had the lowest average spending per person visit ($184) and overseas visitors had the highest ($1,639).
- Overseas visitors tend to have the highest average spending levels due to the inclusion of the cost of transportation. Table 13 provides a comparison of spending with the cost of transportation removed.

Table 11: Business Visitors Total Spending by Origin, 2002		
Origin	Total Spending (000)	Share (%)
TOTAL	**$3,854,858**	**100%**
CANADA	$2,181,041	57%
Ontario	$1,536,059	40%
Quebec	$228,512	6%
USA	$1,101,675	29%
Border States	$400,738	10%
Michigan	$65,448	2%
New York	$94,488	2%
Ohio	$67,019	2%
Pennsylvania	$56,516	1%
Illinois	$67,975	2%
Minnesota	$28,133	1%
Wisconsin	$21,158	1%
OVERSEAS	$572,142	15%
UK	$95,981	2%
Japan	$38,729	1%
France	$16,697	*
Germany	$37,941	1%

* less than 1%

Table 12: Business Visitors Average Expenditures in Ontario, 2002			
	Average Per Person	Average Per Party	Average Per Party Night
TOTAL	**$324**	**$366**	**$329**
CANADA	$224	$244	$290
Ontario	$184	$200	$364
USA	$598	$842	$556
Border States	$331	n/a	$520
OVERSEAS	$1,639	$2,159	$258
UK	$2,042	n/a	$513
France	$1,044	n/a	$371
Germany	$1,355	n/a	$348
Japan	$1,614	n/a	$303

n/a – not available

- Regardless of transportation costs, overseas visitors tend to have the highest average cost per person visit. This is attributable to the fact that overseas visitors stay longer in the province and tend to stay in commercial accommodation.
- Business visitors from the UK had the highest average spending per person visit on accommodation, recreation and entertainment, and retail. Visitors from Japan had the highest average spending on food and beverage.

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St. Lawrence River Corridor	8%	8%	3%	3%	3%
Ottawa Region	9%	6%	5%	2%	20%
Eastern	2%	2%	1%	1%	1%
North-Central	2%	2%	**	**	**
North-East	4%	4%	1%	1%	**
North-West	2%	2%	2%	3%	**

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n/a = not available

- Regardless of transportation costs, overseas visitors tend to have the highest average cost per person visit. This is attributable to the fact that overseas visitors stay longer in the province and tend to stay in commercial accommodation.
- Business visitors from the UK had the highest average spending per person visit on accommodation, recreation and entertainment and retail. Visitors from Japan had the highest average spending on food and beverage.

Table 13: How Business Visitors Spent their Non-Transport Budget in Ontario by Origin, 2002

Item of Expenditure	Origin of Business Visitors						
	Canada	USA	Border States	Overseas	UK	Germany	Japan
Spending by business visitors, excluding transport related expenditures ($000s)	$1,382,719	$701,523	$274,982	$300,814	$41,215	$18,116	$18,490
Spending excluding transportation as a % of total spending in Ontario by business visitors	63%	64%	69%	53%	43%	48%	48%
Average Spending							
Per Person Visit	$142	$381	$227	$862	$877	$647	$770
Per Person Night	$160	$238	$232	$114	$174	$143	$128
Per Party Night	$184	$354	$357	$136	$220	$166	$144
Accommodation ($000s)	$696,802	$388,470	$142,796	$146,424	$23,644	$10,598	$10,818
Spending on accommodation as a % of total spending in Ontario by business visitors	32%	35%	36%	26%	25%	28%	28%
Average Spending							
Per Person Visit	$72	$211	$118	$420	$503	$379	$451
Per Person Night	$81	$132	$120	$55	$100	$83	$75
Per Party Night	$93	$196	$185	$66	$126	$97	$85
Food/Beverage ($000s)	$492,425	$194,729	$85,604	$70,923	$8,821	$4,650	$4,693
Spending on food and beverage as a % of total spending in Ontario by business visitors	23%	18%	21%	12%	9%	12%	12%
Average Spending							
Per Person Visit	$51	$106	$71	$203	$188	$166	$196
Per Person Night	$57	$66	$72	$27	$37	$37	$32
Per Party Night	$65	$98	$111	$32	$47	$43	$37
Recreation/Entertainment ($000s)	$57,057	$48,715	$19,484	$18,626	$2,395	$857	$506
Spending on recreation/ entertainment as a % of total spending in Ontario by business visitors	3%	4%	5%	3%	2%	2%	1%
Average Spending							
Per Person Visit	$6	$26	$16	$53	$51	$31	$21
Per Person Night	$7	$17	$16	$7	$10	$7	$3
Per Party Night	$8	$25	$25	$8	$13	$8	$4
Retail ($000s)	$136,435	$69,609	$27,097	$64,841	$6,355	$2,011	$2,472
Spending on retail as a % of total spending in Ontario by business visitors	6%	6%	7%	11%	7%	5%	6%
Average Spending							
Per Person Visit	$14	$38	$22	$186	$135	$72	$103
Per Person Night	$16	$24	$23	$25	$27	$16	$17
Per Party Night	$18	$35	$35	$29	$34	$18	$19

How did Ontario's international business visitors evaluate various aspects of their trip in Canada?

Overall, high ratings on services experienced while in Canada

- Ontario's international visitors were asked to rate various aspects of their stay in Canada relative to their home country. Due to low response rates, the following results should be used with caution.
- Total U.S. overnight visitors rated accommodation services as the same as in their own country. These visitors rated transportation, the hospitality of locals, the value for money and the variety of things to see and do as better than in the U.S.
- Overnight business visitors from the U.S. rated all aspects as better than in their own country.
- Overnight visitors from overseas countries rated all aspects as better than in their home countries.
- Nearly half of overnight business visitors from overseas countries rated the value for money in Canada as the same as their home countries. All other aspects were rated as better than in their home countries.

Table 14: Rating of Various Aspects of Trip in Canada 2002

Origin of Visitors	All Overnight Visitors		Overnight Business Visitors	
	U.S.	Overseas	U.S.	Overseas
Transportation				
Better	50%	77%	65%	72%
Same	44%	18%	32%	23%
Not as good	5%	6%	3%	5%
Accommodation				
Better	47%	76%	64%	72%
Same	48%	20%	34%	26%
Not as good	5%	4%	2%	2%
Hospitality of local people				
Better	64%	86%	73%	83%
Same	33%	13%	26%	16%
Not as good	3%	1%	1%	2%
Value of money				
Better	67%	54%	72%	43%
Same	24%	38%	22%	48%
Not as good	10%	8%	6%	9%
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Value of money				
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Same	24%	38%	22%	48%
Not as good	10%	8%	6%	9%
Variety of things to do and see				
Better	53%	76%	60%	60%
Same	43%	20%	37%	32%
Not as good	4%	4%	4%	9%

ONTARIO'S BUSINESS CONVENTION* MARKET, 2002

How many business convention travellers visited Ontario and where did they come from?

Of Ontario's 129.9 million visitors in 2002, 1.2 million or 1% travelled for the primary purpose of attending a business convention.

- Nearly seven-in-ten (69%) of business convention visitors were Canadian.
- Ontario residents accounted for 74% of Canadian business convention visitors, and 51% of total business convention visitors.
- U.S. residents accounted for 25% of the total business convention visitors in 2002 and overseas residents accounted for 7% of business convention visitors.
- 78% of business convention travellers stayed for one or more nights in the province.
- Business convention visitors represented 10% of the total business visitors in Ontario in 2001.

Table 15: Total Business Visits and Total Overnight Business Visits in Ontario, 2002

Origin	Business Visitors (000s)	% Share	Overnight Business Visitors (000s)	% Share	Business Convention Visitors (000s)	% Share	Overnight Business Convention Visitors (000s)	% Share
TOTAL	11,909	100%	4,563	100%	1,243	100%	965	100%
Canada	9,717	82%	3,222	71%	853	69%	622	64%
Ontario	8,352	70%	2,176	48%	629	51%	408	42%
Other Canada	789	7%	491	11%	224	18%	214	22%
USA	82	1%	76	2%	306	25%	272	28%
New York	338	3%	332	7%	43	3%	29	3%
Michigan	155	1%	147	3%	13	1%	13	1%
Pennsylvania	1,843	15%	1,039	23%	22	2%	21	2%
Minnesota	249	2%	91	2%	8	1%	8	1%
Ohio	579	5%	109	2%	33	3%	27	3%
Illinois	79	1%	63	1%	14	1%	14	1%
Wisconsin	54	*	31	1%	13	1%	13	1%
Other USA	124	1%	80	2%	160	13%	148	15%
Overseas	87	1%	72	2%	84	7%	71	7%
UK	37	*	29	1%	11	1%	10	1%
France	634	5%	564	12%	4	*	3	*
Germany	349	3%	302	7%	7	1%	6	1%
Japan	47	*	42	1%	3	*	2	*
Other Europe	16	*	13	*	20	2%	15	2%
Other Asia	28	*	24	1%	22	2%	19	2%

* less than 1%

* "Business convention" refers to a convention, conference, trade show or seminar.

How long did they stay in Ontario?

Overall, overnight business convention visitors from Canada and the U.S stayed in the province longer than other business visitors.

- Overnight business convention visitors from Canada and the U.S. stayed in the province longer than overnight business visitors from the same countries.
- Overseas business convention visitors (overnight) stayed in the province for an average of 6.6 nights (U.S., 3.9 nights; Canada, 2.9 nights).
- Overnight business convention visitors from the Germany stayed the longest in the province (7.3 nights) of any origin.

Table 16: Average Length of Stay in Ontario, Overnight Visits, 2002

Origin	Average Length of Stay (nights)	
	Business	Business Convention
CANADA	2.7	2.9
Ontario	2.3	2.5
USA	2.8	3.9
New York	2.4	3.3
Michigan	2.1	3.1
Pennsylvania	2.6	4.0
Minnesota	2.9	4.3
Ohio	2.8	3.6
Illinois	2.6	3.5
Wisconsin	2.7	3.1
OVERSEAS	8.8	6.6
UK	5.6	5.3
France	4.3	5.0
Germany	5.3	7.3
Japan	7.6	3.6

How big were their travel parties?

Average party sizes ranged from 1.2 to 1.9 depending on the origin of the visitor.

- Canadian business convention visitors had the smallest average party size (1.2), while business convention visitors from the USA had the largest (1.7).
- Business convention visitors from Canada had the highest incidence (88%) of travelling alone in Ontario, followed by visitors from overseas countries (82%).
- Business convention visitors from the U.S. border states had the highest frequency of travelling in groups of two in 2002 (32%).

Table 17: Total Business Convention Visitors
Average Party Size, 2002

Origin	Average Party Size
CANADA	1.2
Ontario	1.2
USA	1.7
Border States	1.9
OVERSEAS	1.4

* less than 1%

- Business convention visitors from the U.S. had the highest incidence of travelling in parties of three or more people (12%).

ONTARIO'S BUSINESS CONVENTION* MARKET, 2002

How many business convention travellers visited Ontario and where did they come from?

Of Ontario's 129.9 million visitors in 2002, 1.2 million or 1% travelled for the primary purpose of attending a business convention.

- Nearly seven-in-ten (69%) of business convention visitors were Canadian.
- Ontario residents accounted for 74% of Canadian business convention visitors, and 51% of total business convention visitors.
- U.S. residents accounted for 25% of the total business convention visitors in 2002 and overseas residents accounted for 7% of business convention visitors.
- 78% of business convention travellers stayed for one or more nights in the province.
- Business convention visitors represented 10% of the total business visitors in Ontario in 2001.

Table 15: Total Business Visits and Total Overnight Business Visits in Ontario, 2002

Origin	Business Visitors (000s)	% Share	Overnight Business Visitors (000s)	% Share	Business Convention Visitors (000s)	% Share	Overnight Business Convention Visitors (000s)	% Share
TOTAL	**11,909**	**100%**	**4,563**	**100%**	**1,243**	**100%**	**965**	**100%**
Canada	9,717	82%	3,222	71%	853	69%	622	64%
Ontario	8,352	70%	2,176	48%	629	51%	408	42%
Other Canada	789	7%	491	11%	224	18%	214	22%
USA	82	1%	76	2%	306	25%	272	28%
New York	338	3%	332	7%	43	3%	29	3%
Michigan	155	1%	147	3%	13	1%	13	1%
Pennsylvania	1,843	15%	1,039	23%	22	2%	21	2%
Minnesota	249	2%	91	2%	8	1%	8	1%
Ohio	579	5%	109	2%	33	3%	27	3%
Illinois	79	1%	63	1%	14	1%	14	1%
Wisconsin	54	*	31	1%	13	1%	13	1%
Other USA	124	1%	80	2%	160	13%	148	15%
Overseas	87	1%	72	2%	84	7%	71	7%
UK	37	*	29	1%	11	1%	10	1%
France	634	5%	564	12%	4	*	3	*
Germany	349	3%	302	7%	7	1%	6	1%
Japan	47	*	42	1%	3	*	2	*
Other Europe	16	*	13	*	20	2%	15	2%
Other Asia	28	*	24	1%	22	2%	19	2%

* Less than 1%

* "Business convention" refers to a convention, conference, trade show or seminar.

How long did they stay in Ontario?

Overall, overnight business convention visitors from Canada and the U.S stayed in the province longer than other business visitors.

- Overnight business convention visitors from Canada and the U.S. stayed in the province longer than overnight business visitors from the same countries.
- Overseas business convention visitors (overnight) stayed in the province for an average of 6.6 nights (U.S., 3.9 nights; Canada, 2.9 nights).
- Overnight business convention visitors from the Germany stayed the longest in the province (7.3 nights) of any origin.

Table 16: Average Length of Stay in Ontario, Overnight Visits, 2002

Origin	Average Length of Stay (nights)	
	Business	Business Convention
CANADA	2.7	2.9
Ontario	2.3	2.5
USA	2.8	3.9
New York	2.4	3.3
Michigan	2.1	3.1
Pennsylvania	2.6	4.0
Minnesota	2.9	4.3
Ohio	2.8	3.6
Illinois	2.6	3.5
Wisconsin	2.7	3.1
OVERSEAS	8.8	6.6
UK	5.6	5.3
France	4.3	5.0
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How big were their travel parties?

Average party sizes ranged from 1.2 to 1.9 depending on the origin of the visitor.

- Canadian business convention visitors had the smallest average party size (1.2), while business convention visitors from the USA had the largest (1.7).
- Business convention visitors from Canada had the highest incidence (88%) of travelling alone in Ontario, followed by visitors from overseas countries (82%).
- Business convention visitors from the U.S. border states had the highest frequency of travelling in groups of two in 2002 (32%).

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Origin	Average Party Size
CANADA	1.2
Ontario	1.2
USA	1.7
Border States	1.9
OVERSEAS	1.4

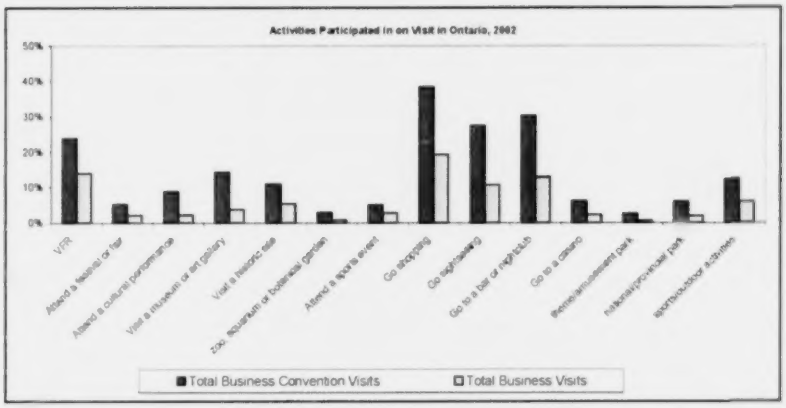
* less than 1%

- Business convention visitors from the U.S. had the highest incidence of travelling in parties of three or more people (12%).

What activities did they participate in?

Business convention visitors participated in more activities than total business visitors to the province in 2002.

- Business convention visitors participated in more activities than total business visitors. This could indicate that business convention visitors were more likely to have combined a business and pleasure trip in Ontario in 2002 than other business visitors. This could also indicate that business conventions include other activities in their programs.



- Top activities for business convention visitors in Ontario were shopping (38% participation) and going to bars or nightclubs (30%).
- As with most visitors to the province, other popular activities for business convention visitors were sightseeing (28%) and visiting friends and relatives (VFR) (27%).
- Business convention visitors were more active than total business visitors, participating in an average of 1.9 versus 0.8 activities per person visit.
- Business convention visitors from overseas were the most active, partaking in an average of 4.0 activities per person visits, compared to 2.8 activities for Americans and 1.5 activities for Canadians.

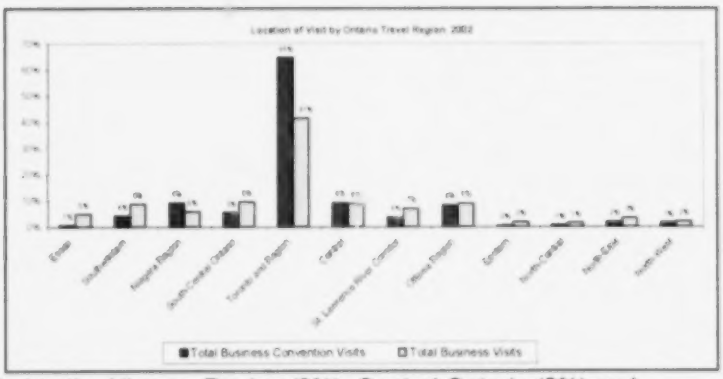
Table 18: Business Convention Visitors in Ontario
Percent of Visitors who Participated in Selected Activities, 2002

Activity	Canada	Ontario	USA	Overseas
VFR	25%	27%	19%	32%
Festival/fair	3%	3%	9%	13%
Cultural performance	7%	7%	14%	13%
Museum/art gallery	9%	8%	23%	35%
Historic site	4%	3%	26%	31%
Zoo/aquarium/botanical garden	1%	*	4%	15%
Sports event	4%	4%	8%	7%
Shopping	27%	27%	60%	81%
Sightseeing	16%	13%	49%	69%
Bar/night club	28%	24%	37%	33%
Casino	6%	6%	5%	11%
Theme/amusement park	2%	2%	2%	11%
Nature park	2%	1%	11%	31%
Sports/outdoor activity	14%	13%	8%	14%

Which Ontario regions* did they visit?

Two-thirds (65%) of Ontario's business convention visitors travelled to Toronto and Region in 2002.

- Toronto and Region was the top destination for business convention visitors (65%), compared to 41% of total business visitors.
- Considering that Toronto is home to the largest convention centre in Canada, it is not surprising that business convention travellers tend to visit the area.



- Business visitors also travelled to the Niagara Region (9%), Central Ontario (9%) and Ottawa (8%).

TABLE 19: Business Convention Visitors in Ontario, 2002

Region Visited	Percent of Business Convention Visitors, By Origin, Visiting each Ontario Travel Region**				
	Canada	Ontario	USA	Border States	Overseas
Essex	*	*	2%	2%	*
Southwestern	4%	6%	5%	6%	2%
Niagara Region	6%	7%	15%	14%	15%
South-Central Ontario	6%	4%	5%	7%	4%
Toronto and Region	59%	55%	76%	72%	81%
Central	12%	16%	2%	3%	4%
St. Lawrence River Corridor	2%	3%	3%	5%	19%
Ottawa Region	10%	6%	6%	4%	*
Eastern	*	*	*	1%	*
North-Central	1%	1%	*	*	*
North-East	2%	2%	2%	3%	*
North-West	2%	2%	1%	1%	*

** less than 1%*

***The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.*

- Toronto and Region was the most popular region among business convention visitors regardless of origin, and especially popular with overseas visitors with 81% visiting the region.

* Please see page 20 for a map of Ontario's Travel Regions.

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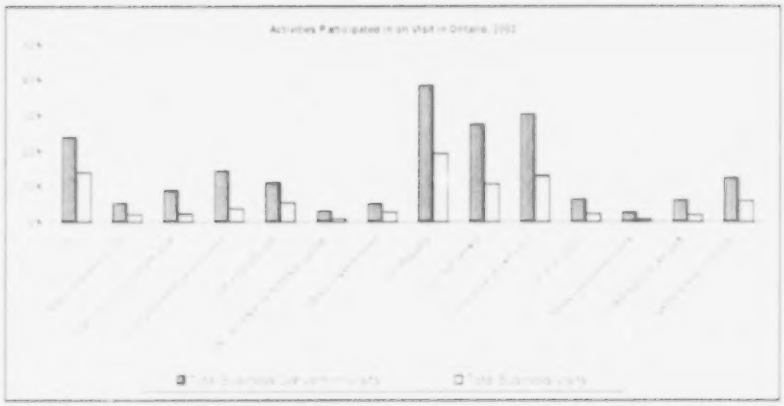
- Business convention visitors participated in more activities than total business visitors. This could indicate that business convention visitors were more likely to have combined a business and pleasure trip in Ontario in 2002 than other business visitors. This could also indicate that business conventions include other activities in their programs.



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Zoo/aquarium/botanical garden	1%	*	4%	15%
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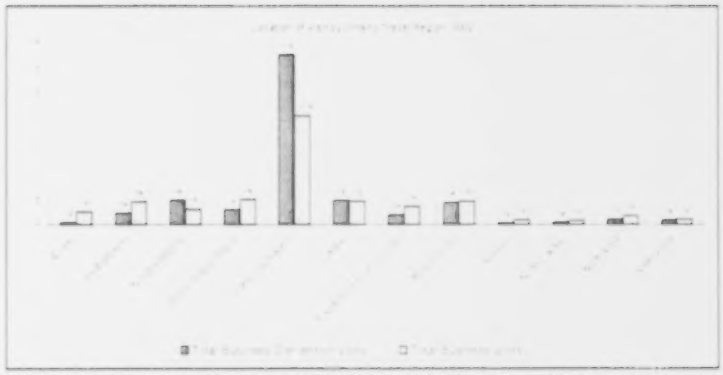
- Considering that Toronto is home to the largest convention centre in Canada, it is not surprising that business convention travellers tend to visit the area
- Business visitors also travelled to the Niagara Region (9%), Central Ontario (9%) and Ottawa (8%).



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	Canada	Ontario	USA	Border States	Overseas
Essex	*	*	2%	2%	*
Southwestern	4%	8%	5%	6%	2%
Niagara Region	8%	7%	15%	14%	15%
South-Central Ontario	6%	4%	5%	7%	4%
Toronto and Region	59%	55%	78%	72%	81%
Central	12%	16%	2%	3%	4%
St. Lawrence River Corridor	2%	3%	3%	5%	19%
Ottawa Region	10%	8%	8%	4%	*
Eastern	*	*	*	1%	*
North-Central	1%	1%	*	*	*
North-East	2%	2%	2%	3%	*
North-West	2%	2%	1%	1%	*

** less than 1%*
***The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.*

- Toronto and Region was the most popular region among business convention visitors regardless of origin, and especially popular with overseas visitors with 81% visiting the region.

[illegible] Ontario Travel Regions.

How much money did they spend in Ontario?

Expenditures of business convention visitors accounted for 5% of total spending by visitors in Ontario in 2002.

- Business convention visitors spent $837 million in the province in 2002.
- Canadians accounted for 48% of total spending by business convention visitors, Americans for 37%, and overseas visitors for 15%.
- Total average spending per person visit was $673 and per party visit was $852.
- Ontarians had the lowest average spending per person visit ($398) and overseas visitors had the highest ($1,466).
- Ontarians also had the lowest average spending per party visits ($478) and overseas visitors also had the highest ($1,986).
- Overseas visitors tend to have the highest average spending levels due to the inclusion of the cost of transportation. Table 22 on the following page provides a comparison of spending with the cost of transportation removed.

Table 20: Business Convention Visitors Total Spending by Origin, 2002

Origin	Total Spending (000)	Share (%)
TOTAL	$836,536	100%
CANADA	$405,202	48%
Ontario	$250,050	30%
Other Canada	$155,152	19%
USA	$308,188	37%
Border States	$109,941	13%
Michigan	$6,416	1%
New York	$27,307	3%
Ohio	$18,866	2%
Pennsylvania	$22,221	3%
Illinois	$13,994	2%
Minnesota	$12,796	2%
Wisconsin	$8,341	1%
OVERSEAS	$123,146	15%
UK	$22,402	3%
France	$5,247	1%
Germany	$9,855	1%
Japan	$4,030	*

* less than 1%

Table 21: Business Convention Visitors Average Expenditures in Ontario, 2002

	Average Per Person	Average Per Party
TOTAL	$673	$852
CANADA	$475	$551
Ontario	$398	$478
USA	$1,007	$1,675
Border States	$753	$1,392
OVERSEAS	$1,466	$1,986
UK	$2,037	$3,200
France	$1,312	$1,749
Germany	$1,408	$1,408
Japan	$1,343	$2,015

- When transportation costs are removed overseas business convention visitors had the highest average cost per person visit in 2002 ($842).
- Business convention visitors from the UK had the highest average spending per person visit on accommodation, food and beverage, entertainment and retail.

Table 22: How Business Convention Visitors Spent their Non-Transport Budget in Ontario by Origin, 2002								
Item of Expenditure	Origin of Business Convention Visitors							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan
Spending by convention visitors, excluding transport related expenditures ($000s)	$320,748	$189,102	$240,425	$91,449	$70,764	$11,459	$5,761	$1,500
Spending excluding transportation as a % of total spending in Ontario by convention visitors	79%	76%	78%	83%	57%	51%	58%	37%
Average Spending								
Per Person Visit	$376	$301	$786	$626	$842	$1,042	$823	$500
Per Party Visit	$436	$362	$1,307	$1,158	$1,141	$1,637	$823	$750
Accommodation ($000s)	$173,710	$93,301	$137,542	$51,547	$38,132	$6,053	$3,111	$806
Spending on accommodation as a % of total spending in Ontario by convention visitors	43%	37%	45%	47%	31%	27%	32%	20%
Average Spending								
Per Person Visit	$204	$148	$449	$353	$454	$550	$444	$269
Per Party Visit	$236	$178	$748	$652	$615	$ 865	$444	$403
Food/Beverage ($000s)	$90,095	$51,659	$56,531	$22,057	$14,786	$2,528	$1,324	$313
Spending on food and beverage as a % of total spending in Ontario by convention visitors	22%	21%	18%	20%	12%	11%	13%	8%
Average Spending								
Per Person Visit	$106	$82	$185	$151	$176	$230	$189	$104
Per Party Visit	$122	$99	$307	$279	$238	$361	$189	$157
Recreation/Entertainment ($000s)	$19,778	$13,210	$16,150	$6,318	$5,028	$909	$324	$83
Spending on recreation/ entertainment as a% of total spending in Ontario by convention visitors	5%	5%	5%	6%	4%	4%	3%	2%
Average Spending								
Per Person Visit	$23	$21	$53	$43	$60	$83	$46	$28
Per Party Visit	$27	$25	$88	$80	$81	$130	$46	$42
Retail ($000s)	$37,165	$30,932	$30,201	$11,526	$12,819	$1,969	$1,001	$297
Spending on retail as a % of total spending in Ontario by convention visitors	9%	12%	10%	10%	10%	9%	10%	7%
Average Spending								
Per Person Visit	$44	$49	$99	$79	$153	$179	$143	$99
Per Party Visit	$50	$59	$164	$146	$207	$281	$143	$149

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Spending excluding transportation as a % of total spending in Ontario by convention visitors	79%	76%	73%	83%	67%	61%	68%	37%
Average Spending								
Per Person Visit	$276	$201	$736	$626	$842	$1,042	$823	$600
Per Party Visit	$430	$262	$1,307	$1,158	$1,141	$1,637	$823	$750
Accommodation ($000s)	$171,710	$93,301	$137,642	$51,947	$38,132	$6,053	$3,111	$806
Spending on accommodation as a % of total spending in Ontario by convention visitors	43%	37%	46%	47%	31%	27%	32%	20%
Average Spending								
Per Person Visit	$204	$148	$449	$353	$454	$550	$444	$269
Per Party Visit	$238	$173	$748	$662	$615	$1,365	$444	$400
Food Beverage ($000s)	$90,096	$51,669	$66,531	$22,057	$14,736	$2,528	$1,024	$313
Spending on food and beverage as a % of total spending in Ontario by convention visitors	22%	21%	19%	20%	12%	11%	13%	8%
Average Spending								
Per Person Visit	$106	$82	$185	$151	$178	$230	$189	$104
Per Party Visit	$122	$99	$307	$279	$238	$361	$189	$167
Recreation Entertainment ($000s)	$19,778	$13,210	$16,160	$6,318	$6,028	$909	$324	$83
Spending on recreation entertainment as a% of total spending in Ontario by convention visitors	5%	5%	5%	6%	4%	4%	3%	2%
Average Spending								
Per Person Visit	$23	$21	$53	$43	$60	$83	$46	$28
Per Party Visit	$27	$25	$88	$80	$81	$130	$46	$42
Retail ($000s)	$37,165	$30,932	$30,201	$11,626	$12,819	$1,969	$1,001	$297
Spending on retail as a % of total spending in Ontario by convention visitors	9%	12%	10%	10%	10%	9%	10%	7%
Average Spending								
Per Person Visit	$44	$49	$99	$79	$153	$179	$143	$99
Per Party Visit	$50	$59	$164	$146	$207	$281	$143	$148

How did Ontario's international business convention visitors evaluate various aspects of their trip in Canada?

Overall, most aspects of trips in Canada rated as better than in home countries.

- Ontario's international visitors were asked to rate various aspects of their stay in Canada relative to their home country. Due to low response rates, the following results should be used with caution.
- Overnight business convention visitors from overseas countries rated all aspects as better than in their home countries, with the exception of value for money.
- Overnight business visitors from the U.S. rated all aspects as better than in the USA.

Table 23: Rating of Various Aspects of Trip in Canada 2002

Origin of Visitors	All Overnight Business Visitors		Overnight Business Convention Visitors	
	U.S.	Overseas	U.S.	Overseas
Transportation				
Better	65%	72%	72%	76%
Same	32%	23%	25%	21%
Not as good	3%	5%	2%	3%
Accommodation				
Better	64%	72%	65%	73%
Same	34%	26%	33%	26%
Not as good	2%	2%	2%	1%
Hospitality of local people				
Better	73%	83%	74%	81%
Same	26%	16%	25%	15%
Not as good	1%	2%	2%	3%
Value of money				
Better	72%	43%	70%	33%
Same	22%	48%	19%	55%
Not as good	6%	9%	11%	12%
Variety of things to do and see				
Better	60%	60%	64%	64%
Same	37%	32%	35%	29%
Not as good	4%	9%	1%	7%

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Accommodation				
Better	64%	72%	65%	73%
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Not as good	2%	2%	2%	1%
Hospitality of local people				
Better	73%	83%	74%	81%
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Better	72%	43%	70%	33%
Same	22%	48%	19%	55%
Not as good	6%	9%	11%	12%
Variety of things to do and see				
Better	60%	60%	64%	64%
Same	37%	32%	35%	29%
Not as good	4%	9%	1%	7%

Glossary

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

***Other* accommodation** is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

- food and beverage purchased prior to the trip to be used while on the trip;
- items purchased to be resold or used in a business;
- vehicles, such as cars, boats and caravans;
- capital investment, such as real estate, work of arts, rare articles and financial stocks;
- cash given to friends or relatives during a trip which does not represent payment for goods and services received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to MTR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention.* In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention.*

QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. A one month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the *end* of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that had as their destination Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

Map of Ontario Travel Regions